

## ABSTRACT

*For manufacturers, product packaging designs play an important role in influencing sales and function as a means of communicating the product or corporate image to its consumer. Article examined the influence of packaging design on consumers' cognitive response and their behavioral responses. Cognitive response of a packaging design was assessed through five brand personality factors from selected products, while consumers' behavioral response was assessed through a range of approach – avoidance behavior. Data were collected by survey questionnaires to Bina Nusantara college students who have recognized or tried the selected products before. The conclusion of this study is the more positive product packaging design influence, the greater the tendency of consumers to show approach behavior, and vice versa.*

**Keywords:** *cognitive response, behavioral respons, packaging design*

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*Bagi produsen, desain kemasan produk mempunyai peran penting dalam mempengaruhi tingkat penjualan dan sebagai sarana mengkomunikasikan citra produk maupun perusahaan. Artikel menjelaskan pengaruh desain kemasan produk terhadap respons kognitif dan respons perilaku konsumen. Respons kognitif suatu desain kemasan produk dinilai melalui lima faktor brand personality dari beberapa produk terpilih, sedangkan respons perilaku konsumen dinilai melalui rentang perilaku pendekatan – penghindaran. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada mahasiswa Bina Nusantara yang mengenali atau pernah mencoba produk terpilih tersebut. Simpulan menunjukkan bahwa semakin positif pengaruh desain kemasan produk maka semakin besar kecenderungan konsumen untuk memperlihatkan perilaku pendekatan, begitu juga sebaliknya.*

**Kata kunci:** *respons kognitif, perilaku konsumen, desain kemasan*